

Subscription  
\$1.00 a Year

# THE BEACH NEWS

Subscription  
\$1.00 a Year

ADVERTISING  
PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

SUBSCRIBE  
NOW!

VOL. 2—NO. 34

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, July 11, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

## Building Activity

MRS. L. R. PIERCE HAS  
HANDSOME HOME BUILT  
BY CONTRACTOR KELLEY

One of the best planned and most handsome homes in Ocean Beach is undergoing construction at 4606 Voltaire street by builder Joseph C. Kelley for Mrs. L. R. Pierce. The house is thoroughly modern from the concrete foundation to the roof-peak and when completed will contain all of the latest features for comfort and convenience in home life.

Contractor Kelley is also constructing a fine Spanish type of residence in Loma Portal for W. H. Simpson at 1722 Park avenue. The splendid system of plumbing in both buildings is being installed by Charles H. Peltcher of the Ocean Beach Plumbing Company.

Special attention is called to the free plan service advertised in another column by Contractor Kelley, who knows Point Loma and the beach and bay districts from childhood and who is here today and will be here tomorrow as a reliable builder with satisfactory service in providing a well planned home.

SHERWIN-WILLIAMS PAINTS—  
San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

ED BURDETTE BUYS

A MOUNTAIN PLACE

Mr. and Mrs. Edward K. Burdette of Saratoga avenue, went to La Jolla for the celebration of the Fourth and spent the rest of their holiday in Pine valley. While in the mountains Mr. Burdette secured a fine site for a summer lodge at the famous health resort.

REMODELING RESIDENCE

Contractor W. J. Hocking is remodeling the residence of Mrs. Annie B. Mulville on Del Mar avenue. The house will be made into two apartments, the upper one being used by Mrs. Mulville as her home and the lower one being for rental.

THE BEAUTY SHOP  
Phone Point Loma 63-W.

MRS. GEO. T. LEONARD

OPENS REAL DELICATESSEN  
IN OCEAN BEACH

At 5033 Newport avenue, opposite the postoffice, Mrs. George T. Leonard has opened a delicatessen that hits the fancy of the residents of the beach district, as well as filling the proverbial long felt want by tourists and vacation visitors. Mrs. Leonard has acquired wide and worthy commendation for her excellent culinary ability, and her home-made salads and home-cooked meats find ready sale among housewives. Prompt and pleasing sanitary service is afforded day and night at the Leonard Delicatessen where table delicacies of all kinds may be obtained, as well as Boston baked beans, ham, cottage cheese and the like. A specialty is made of fancy sandwiches and box lunches for picnic parties. Try 'em and you'll like 'em.

RAVING, PAVING

AND MORE PAVING

California has long been noted as a well paved state and probably no section of the United States has capitalized its good roads or made greater returns therefrom than has this state.

It is particularly noticeable that the towns in California which have prospered and become the most pleasant places to live are the ones which have shown the greatest activity in ridding themselves of mud and dust as a result of well worked out paving programs.

WE CIRCULATE

## Here's A Healthy Innovation!



## Car Ride, Swim and Eats For 'Six Bits'

NOVEL INNOVATION

BY HIGH SPEED LINE

TO MISSION BEACH

On the seventh day of this seventh month, three San Diego Electric Railway officials stood at Third street and Broadway during the noon hour discussing transportation problems. Assistant General Manager E. J. Burns, General Superintendent S. E. Mason and Traffic Manager Fay R. Smalley composed the trio, and in the midst of their talk a bright idea was born in the busy brain of Mr. Burns.

"Wouldn't it be a fine thing for down town business men to be able to run out to Mission Beach at noon-time, take a dip in the surf, get luncheon, and be back at their offices within an hour or so, all freshened up for their afternoon duties?" suggested Mr. Burns.

Mason and Smalley caught the

idea hot off the bat and some fast figuring was made on the schedules.

Fay hopped out to Mission Beach on the next high speed train, arranged with Lennert's Bathhouse for bathing facilities, got Chapel's Midway Lunch lined up for the noon eats, and then special tickets were ordered printed forthwith. All of the railway officials got busy and in less time than it takes to tell it the "business men's special" suggested by Assistant General Manager Burns was a most pleasing fact.

And it is about the best and biggest plan at a popular price ever offered by any transportation company. A swim, a lunch, and a round-trip to Mission Beach, all within an hour and three-quarters, for three-quarters of a dollar, or seventy-five cents, or six bits, just as you wish to call it.

The new idea has already met with the pronounced approval of business folks in the San Diego inner

zone. Last Wednesday some fifty or more members of the Exchange Club utilized the regular 12:10 Mission Beach train for the novel mid-day outing. Headed by Claus Spreckels, vice-president and general manager of the S. D. E. Ry., with E. J. Burns, F. R. Smalley, J. A. Moon and other railway officials seeing that everything worked smoothly, the first "business men's noon-day special" left with about ninety aboard from Third and Broadway at 12:10 p. m. and the party was in the surf at Mission Beach by 12:45, then had luncheon and were back at their business in San Diego before 2 o'clock. Additional coaches are provided for the accommodation of patrons of the special and combination tickets will be sold every day of the week except Sunday. It is already conceded to be an ideal arrangement for business men these warm summer days and the railway officials have planned to handle large crowds of individuals as well as club folks.

POPULAR COUPLE

AWAY ON HONEYMOON

TRIP UP NORTH

Miss Grace Ellis, who has been residing for a year or more with her sister, Mrs. Ethel Dougherty at 5021 Niagara avenue, was married on June 27th to George W. Poole of San Diego, and the happy couple is spending their honeymoon in San Francisco. The bridal party consisted of Mrs. Grace Hardin of San Pedro, mother of the bride; Mrs. Ethel Dougherty, sister of the bride; Mrs. Eva Poole, Miss Edith Poole.

Mrs. Mae Dougherty, Miss Weltha Dougherty, James Dougherty, James Dougherty, Jr., and Jack Murphy. Both the bride and groom spent all their school days in San Diego, where they will make their home. Mr. Poole is connected with the First Trust and Savings Bank, and is also a member of the San Diego Rowing Club, having always been very active in sports. Mr. and Mrs. Poole are both very popular in club circles, and will be at home in the Willida apartments when they return. The bride's mother has returned to San Pedro, after being here a week for the wedding occasion.

Kodak Films, FROIDE'S, opp. P.O.

ANNUAL TREASURE HUNT

NEXT SUNDAY

All sorts of merchandise orders, amusement tickets and weekly street car passes have been buried in the sands at Ocean Beach for the annual "treasure hunt" scheduled for next Sunday, when big crowds are expected.

SPEND YOUR DIMES AND  
DOLLARS AT HOME

REGULAR MEETING

CHAMBER OF COMMERCE

LAST MONDAY

The newly organized Ocean Beach Chamber of Commerce held its regular monthly meeting on the first Monday of the month, July 7, with about a quarter of a hundred members in attendance. Owing to the three-day Fourth of July holiday many residents were still absent from the beach, and a fuller attendance is looked for in the future.

Following the transaction of routine business, several committees were appointed, and some important matters were referred to the Policy Committee, to be duly acted upon and then referred to the Board of Directors, who will consider and submit the subjects at the next general meeting of the body on the first Monday in August.

Beginning next Monday the OCEAN BEACH BAKERY will have a new bread—"WHEAT-A-LAXA"—a 100% whole-wheat Bread, a natural grain laxative. The usual Thursday and Saturday Specials. Phone Pt. Loma 72-W.

Kodak Finishing FROIDE'S op. P.O.

DAVIS AND BRYAN

NOMINATED BY DEMOCRATS

John W. Davis, of West Virginia, has been nominated for president on the Democratic ticket, and Charles W. Bryan of Nebraska, as the vice-presidential candidate.

CLASSIFIED ADS

GET QUIK RESULTS

Prosperity!—Feel it, talk it, know it—Advertise!

## Do You Know?

WHEN and by whom the old Spanish Lighthouse was built on Point Loma?

You'll find the answer in the historical facts so delightfully told by Winifred Davidson in her interesting and instructive "LOMA LORE" series, published in "The Beach News" each week.

All children riding the MERRY-GO-ROUND on Saturday afternoon, July 12, will get a Chinese CLICKER FREE!

DIP IN SURF

LUNCH AND RIDE ON

HIGH-SPEED LINE

The combination ticket, sold by the S. D. E. Ry., for 75 cents, includes the round trip to Mission Beach over the new high-speed line, a towel, suit and locker in the Mission Beach bathhouse, and a lunch at Chapel's Midway Lunch, consisting of soup, sandwich, pie and coffee or milk. Tickets are sold every week day and the entire round trip, swim and lunch consume only one hour and forty-five minutes.

San Diego Electric Ry. Co.  
GOOD FOR ONE FARE BETWEEN MISSION BEACH (NORTHMOUTH COUNTY) AND SAN DIEGO (FOURTH AND BROADWAY) INBOUND ONLY  
TRANSFER PRIVATE INNER ZONE ONLY  
Form SPLC

CHAPEL'S MIDWAY LUNCH  
GOOD FOR ONE LUNCH  
Consisting of Soup, Sandwich, Pie and Coffee, on WEEK DAYS ONLY and between the hours of 12:00 noon and 2:00 p. m.  
Form SPLC

LENNERT'S MISSION BEACH BATH HOUSE  
GOOD FOR USE OF One Bathing Suit, 1 Locker and 1 Towel between the hours of 12:00 noon and 2:00 p. m. on Week Days Only.  
Form SPLC

San Diego Electric Ry. Co.  
GOOD FOR ONE FARE BETWEEN SAN DIEGO (FOURTH AND BROADWAY) AND MISSION BEACH (NORTHMOUTH COUNTY) OUTBOUND ONLY  
Form SPLC

San Diego Electric Ry. Co.  
TRANSFER COUPON GOOD FOR ONE RIDE FROM INNER ZONE ONLY To 4th and Broadway Valid if Detached  
Form SPLC

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.



Ocean Theatre

BIG SPECIAL  
"THE HUNCHBACK OF NOTRE DAME"

For next Tuesday and Wednesday Manager Ericsson has booked the famous big picture, "The Hunchback of Notre Dame" at the Ocean Theatre. It is a twelve reel feature and as only one show will be given, the performance will begin promptly at 7:30 p. m. The prices will be 20 cents and 30 cents and a crowded house is predicted. Tonight (Friday) James Kirkwood will be seen in "The Eagle's Feather" and tomorrow night Agnes Ayres and Antonio Moreno will appear in "Bluff." On Sunday Shirley Mason will introduce "South Sea Love," with the Leather Pushers and news and good comedy added.

## Final Call Answered

DEMISE OF MRS. MARY PEACE

At the residence, 4795 Newport avenue, following a brief illness, Mrs. Mary Peace passed away last Sunday, July 6. She was a native of Scotland and had reached the age of sixty-three years, nine months and eleven days. Mrs. Peace was a highly respected resident and property owner in Ocean Beach for a number of years and her rather sudden demise proved a sorrowful shock among her wide circle of friends and acquaintances. She was the mother of Cameron A. Peace and Mrs. F. B. McElwee, of Ocean Beach; Mrs. Max Romig of La Mesa Heights, and Clement W. Peace, of Ottawa, Ill. Funeral services will be held tomorrow at the Johnson-Saum chapel in San Diego, with Rev. F. J. Stoetzel officiating, and interment will be private at Greenwood cemetery.

PASSING OF O. J. ELLSWORTH

At the age of sixty-eight years, Olive J. Ellsworth, for several years a city employe and well known resident of Ocean Beach, passed away yesterday at the county hospital after several weeks' illness. He was formerly a member of the San Diego police force and of late had been connected with the city pound.

He was a native of Iowa and leaves two sisters, Mrs. Clara A. Thompson of Los Angeles, and Mrs. Charles Fuller Gates of La Mesa Heights; a brother, George Ellsworth of Ocean Beach; a son, Major, and a daughter, Mrs. Victor Pitcock of San Diego.

Picture Frames, Froide's, opp. P.O.

PETITION CIRCULATED

FOR PROPOSED IMPROVEMENT

OF COLLIER PARK

During the past fortnight a petition has been circulated and many signatures secured requesting the Park Commissioners to prepare comprehensive plans for the development of Collier Park at Ocean Beach. It is asked that walks, streets, tree planting and general embellishment be included in the plans of improvement.

HAMBY'S NEW BOOK

ATTRACTS ATTENTION

By Winifred Davidson

"The Ranch of the Thorn," an adventure story by our gifted townsman, William H. Hamby, is attracting much attention. The story deals with coffee plantations in Mexico as known by the fine young American, Neal Ashton, who encounters craft, intrigue, enmity on the one hand and love, romance and true friendships on the other, finding his way out of disaster towards success and happiness. It is one of those differently intimate stories that carry one upon the wings of fancy so surely as to seem actuality itself. Mr. Hamby's "Saturday Evening Post" stories have established him in the hearts of thousands of readers, and this his last story should carry his popularity still further. "The Ranch of the Thorn" was published this spring by Chelsea House, New York, and is having wide sale.

GRADE CROSSINGS

AND HESITATION

It used to be: "He who hesitates is lost." Now, "He who hesitates at grade crossings is safe," says David R. Faries, general counsel for the Automobile Club of Southern California.

The old proverb about hesitation doesn't apply to motorists on this side of a railroad crossing. A moment's hesitation to enable driver to look in both directions frequently means the difference between safety and death or serious injury.

## O. B. Library

MARGARET RANKIN, Librarian

The following books were received at the O. B. Branch Library:

Adult Fiction—"Are Parents People?" Miller; "Nene Unknown," Mundy; "Old Misery," Pendexter; "Fighting Edge," "Stairway of the Sun," Ritchie; "City of the Sun," Sabin; "Lone Wolf Returns," Vance. Children's Books—"Adventures of Danny Meadow Mouse," Burgess; "Doctor Rabbit and Old Bill Horned Owl," Hinkle; "Rip Van Winkle," Irving; "Tales of Shakespeare," Lamb; "Shades of the Wilderness," Altschuler; "Little Maid of Virginia," Curtis; "Yankee Girl at Ft. Sumpter," "Land and Sea Tales For Boys and Girls," Kipling; "Wonderful Electric Elephant," Montgomery; "Old Four Toes," Sabin; "Vinzi," Spyri.

Stationery Supplies, Froide's, op. P.O.



# The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

Under the shadiest trees a few incorrigible Marthas were spreading the snowy table-cloths on which would soon be placed the bountiful repasts stored in ponderous wicker baskets and hampers. It was a lovely day, in a lovely spot—a good example of the miniature forests which grew naturally from time immemorial in favored locations on the Iowa prairies—half a square mile of woodland, all about which the green corn rows stood aslant in the cool breeze, waist-high and laid by.

They were passing down the rough board steps from the platform after the exercises had terminated in a rousing rendition of "America," when Jennie Woodruff, having slipped by everybody else to reach him, tapped Jim Irwin on the arm. He looked back at her over his shoulder with his slow gentle smile.

"Isn't your mother here, Jim?" she asked. "I've been looking all over the crowd and can't see her."

"She isn't here," answered Jim. "I was in hopes that when she broke loose and went to your Christmas dinner she would stay loose—but she went home and settled back into her rut."

"Too bad," said Jennie. "She'd have had a nice time if she had come."

"Yes," said Jim. "I believe she would."

"I want help," said Jennie. "Our hamper is terribly heavy. Please!"

It was rather obvious to Mrs. Bonner that Jennie was throwing herself at Jim's head, but that was an article of the Bonner family creed since the decision which closed the hearing at the court house. It must be admitted that the young county superintendent found tasks which kept the schoolmaster very close to her side.

"Sit down, Jim," said Mrs. Woodruff. "You've earned a bite of what we've got. It's good enough, what there is of."



"I'm Sorry," said Jim, "but I've a Prior Engagement."

it, and there's enough of it, such as it is!"

"I'm sorry," said Jim, "but I've a prior engagement."

"Why, Jim!" protested Jennie. "I've been counting on you. Don't desert me!"

"I'm awfully sorry," said Jim, "but I promised. I'll see you later."

One might have thought, judging by the colonel's quizzical smile, that he was pleased at Jennie's loss of her former swain.

"We'll have to invite him longer ahead of time," said he. "He's getting to be in demand."

Jim seemed to be in demand—a fact that Jennie confirmed by observation. He received a dozen invitations as he passed the groups seated on the grass—one of them from Mrs. Cornelius Bonner, who saw no particular point in advertising disengagement. The children ran to him and clung to his hands; young girls gave him stately smiles and such trifles as chicken drumsticks, pieces of cake and like tidbits. His passage to the numerous group at a square table under a big burr oak was quite an ovation—an ovation of the significance of which he was himself quite unaware.

But Jennie—the daughter of a politician and a promising one herself—Jennie sensed the fact that Jim Irwin had won something from the people of the Woodruff district in the way of deference. Still he was the gangling, Lincolnian, ill-dressed, over-stricken Jim Irwin of old, but Jennie had no longer the feeling that one's standing was somewhat compromised by association with him.

He had begun to put on something more significant than clothes, something which he had possessed all the time, but which became valid only as it was publicly apprehended. He was clearly the central figure of his group, in which she recognized the Bronsons, those queer children from Tennessee, the Simmses, the Talcotts, the Hanns, the Hammes and Colonel Woodruff's hired man, Pete, whose other name is not recorded.

(Continued next week)

## We Carry a Complete Line of HUDNUT'S TOILET ARTICLES

Be Sure and See Our Week-end TRAVELETTES  
Come in and Ask For  
FREE SAMPLES

Fountain Drinks at City Prices.  
ICE CREAM delivered in gallons, quarts or pints.



RICHARD HUDNUT  
THREE FLOWERS TWIN COMPACT  
The Latest Creation of  
Richard Hudnut  
POWDER IN FIVE TIMES  
QUANTITY OF ROUGE  
Smart Pocket for Hand Bag  
or Dressing Gable  
Refillers may be obtained

PRESCRIPTIONS carefully compounded by Registered Pharmacist.

## OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave. F. H. KRAFT, Prop.  
We are as close to you as your phone—Call Point Loma 70-J

## BUNGALOW GROCERY

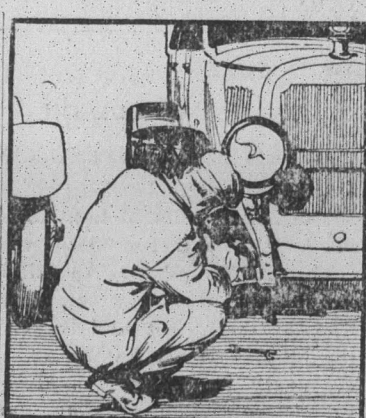
E. H. WICKERN, Prop.  
Corner Defoe and Niagara Avenue

**SPECIAL for Saturday and Sunday ONLY**

6 bars of White King or Ben Hur or P-G NAPTHA SOAP 25c



Authorized FORD and CHEVROLET Service



## Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue  
Two Blocks East of Dance Pavilion

PHONE POINT LOMA 77-W

Complete Line of  
REPLACEMENT PARTS, TIRES  
AUTO ACCESSORIES

EXPERT BATTERY SERVICE

## AUTOMOBILE REPAIRING

BEST EQUIPPED FOR SERVICE

## KEEP COOL

During the Summer Days,  
By Getting Your  
ICE CREAM  
On the Corner at

## HARRY'S PLACE

Newport Avenue and Bacon Street

Pure Ice Cream served to your liking—plain, or with a topping of your favorite flavor.



DAILY TRIPS TO SAN DIEGO AND POINT LOMA

## REID TRANSFER

1885 Bacon Street. FREIGHT BAGGAGE MOVING. Ocean Beach  
Residence Phone. STORAGE. Office Phone  
Point Loma 125-J. FEED, FUEL and HARDWARE. Point Loma 136



## BEAUTIFUL WORK

Each piece of Laundry work entrusted to us receives the same careful attention you would give it yourself, with the added service which we can give due to our up-to-date equipment and experience.

## The American Laundry

HARRY C. WING, Prop.  
5360 Niagara Avenue  
Phone Point Loma 31

Look for our solicitor—he has a PERSONAL MESSAGE for you.

Dancing Every Night and Sunday Afternoon—Except Monday

## BENBOUGH'S OCEAN BEACH DANCE PAVILION

Get our prices on PAINT.

## H. H. REID & SON

Paints, Hardware and  
Household Supplies

STANLEY 4-SQUARE  
HOUSEHOLD TOOLS

See Our Window Display  
5050 Newport Avenue  
Phone: Point Loma 49



## The Maine Garage

5040 Newport Avenue  
Ocean Beach, Calif.  
PHONE POINT LOMA 382

BATTERY CHARGING GASOLINE AND OILS

STORAGE AUTO REPAIRING ACCESSORIES

# Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



## FAMOUS WRITER

OFF FOR A GOOD TIME

WITH HER FAMILY

Mr. and Mrs. John Davidson, of 3228 Carleton street, Point Loma, accompanied by their daughter May and her girl chum, have gone on a vacation trip in a new Chevrolet touring car. They will visit Warner's Hot Springs, the Palomar mountain, Riverside, Catalina Island and historical places in Southern California. Mrs. Davidson is the noted author of the "Loma Lore" Series, being currently published in THE BEACH NEWS, and while away she will gather a wealth of material for future installments of the interesting and instructive emanations from her gifted pen. Incidentally, Mrs. Davidson is making splendid progress in learning how to manipulate a Chevrolet car. We wish Winifred and her family a happy holiday.

## NORTHERN TOWNS

VISITED ON VACATION

Mr. and Mrs. Kirk Smith (ye editor and Katherine) accompanied by Kenneth Stewart, of the Stewart Printing company, motored up the coast last Saturday to Los Angeles, on a four-day vacation, visiting Venice, Santa Monica, Hollywood and surrounding country. A very pleasant sojourn was enjoyed at the home of Mr. and Mrs. John Snel in the angel city, where the little Misses Kitty and Elvina Snel gave a most enthusiastic reception to their Aunt Katherine and Uncle Kirk. Mrs. Snel is the sister of Katherine. It was a highly delightful trip that will long linger in happy memory.

## FORMER CLASSMATE

VISITING MRS. MULVILLE

Miss Alice Foster, a teacher in the Mt. Holyoke College at Holyoke, Mass., is a happy visitor at the home of Mrs. Annie B. Mulville, 4905 Del Mar avenue. Miss Foster has traveled extensively in the east, but this is her first visit to California and she is very delighted with the climate of Ocean Beach. While on her vacation, Miss Foster is teaching geography in the State Teachers' College in San Diego. She was formerly a classmate with Mrs. Mulville in Iowa.

## THE BEAUTY SHOP

Phone Point Loma 63-W.

## FAREWELL DINNER

The ladies of the First Baptist Church are arranging to give a farewell dinner next Sunday to Mrs. W. Brooks, who leaves early next week for El Paso, Texas, near where her family will make their future home. The dinner will be given at the picnic pavilion, near the Merry-Go-Round.

## VISITORS FROM L. A.

Mr. and Mrs. Carl Ericsson of Los Angeles, are visiting Mr. and Mrs. Norma Ericsson at their home in San Diego, and incidentally enjoying the fine ozone at Ocean Beach. Carl Ericsson is the brother of Ray Ericsson, the popular manager of the Ocean theatre.

## Birthday Cards, FROIDE'S, opp. P. O.

Mr. and Mrs. G. R. McGehee and children from Los Angeles, are visiting Mrs. McGehee's parents, Mr. and Mrs. J. M. Pilcher at 4844 Cape May avenue.

Mr. and Mrs. George Ulrich are entertaining for the summer Mrs. Anna Willman, of Dubuque, Iowa. Mrs. Willman is a sister of Mr. Ulrich, whom he has not met in over eighteen years.

Lela A. Donaldson has been granted a divorce by default from H. W. Donaldson, Jr., on charges of cruelty. There was a property settlement out of court.

Hundreds of Ocean Beachites joined in the general pilgrimage via the new high-speed line to La Jolla on the glorious Fourth. And we were among 'em!

## JOLLY SOCIAL AFFAIR

AND "WEENIE ROAST"

AT MISSION BEACH

Mrs. Harold Royle and Mrs. John Zimbleman were hostesses to a charming beach party last Wednesday evening at Mission Beach. The affair began with a swimming party followed by a "weenie roast" on the beach and later a buffet supper was served, the evening being spent playing bridge and dancing.

The guests invited were Mr. and Mrs. Foster McClure, Mr. and Mrs. Kenneth Little, Mr. and Mrs. C. T. Butler, Mr. and Mrs. Roy Fears, Mr. and Mrs. Gary Bradt, Mr. and Mrs. Melvin Wilson, Miss Mildred Burke, Miss Noreen Burke, Mr. and Mrs. John Zimbleman, Mr. and Mrs. Harold Royle, Mr. Burke and Ed Fletcher.

## DELIGHTFUL DANCE

HONORS VISITORS

Saturday evening, July 5th, the T. H. Barkley home on Trumbull street, Cabrillo Terrace, Point Loma, was the scene of a delightful dance given by Robert Barkley, in honor of the Misses Eunice Colecord and Elberta Summers and Roland Summers of Beverley Hills. Mr. Barkley was assisted by his parents. The invited guests were the Misses Elizabeth Hoopes, Betty Lee, Caroline Sprague, Love Stickney, Julia Kettenburg, Betty Walker, May Davidson and Gladys White and Russel Childs, Philip Bradley, Jefferson Stickney, John Deerdorff, Charles Davies, Earl Gustafson, Herbert Doolittle, H. Simpson and Glen Gilpin.

## MAH JONGG PARTY

FOR FAREWELL

Miss Byrd Taft and Mrs. William Shropshire of Lucinda street, Point Loma, gave a charming Mah Jongg party last Monday afternoon, in honor of Mrs. Robert Baker, who with her young son Kenneth, sails shortly to join her husband, Captain Robert Baker, in Honolulu. Those playing were Mrs. Robert Baker, Mrs. Thomas H. Barkley, Mrs. E. C. White, Mrs. H. H. Ross, Mrs. Lou Conover, Mrs. Fred Dale, Mrs. H. C. Wetzell, Mrs. A. H. Anderson, Mrs. George W. Brown, Mrs. John Davidson, Mrs. William Shropshire, Miss Molly Baker, Miss Eolia Davidson and Miss Byrd Taft. Prizes were won by Mrs. Barkley and Mrs. Wetzell.

## HOME FROM JAPAN

Miss Molly Baker, daughter of Drs. Fred and Charlotte Baker of Rosecrans street, is home for the summer. Miss Baker has been for many years in Japan and just narrowly escaped the earthquake disaster in Tokio last summer.

## HERE FROM BRAWLEY

Mrs. Lloyd Baxter and Mrs. Babney have arrived from Brawley with their children and will sojourn for the summer in Mrs. Baxter's beach home at the corner of Froude street and Bermuda avenue.

Picture Frames, FROIDE'S, opp. P. O.

Mr. and Mrs. Edward Krauch and little Betty, are spending their two weeks' vacation with Mrs. Krauch's parents, Mr. and Mrs. O. F. Davis at 1821 Cable street.

O. F. Davis, proprietor of the Ocean Beach merry-go-round, has gone to Warner's Hot Springs for a week or so seeking relief from stomach trouble.

Mr. and Mrs. Thomas Chegwidan and son, Theo and Mrs. J. W. Rankin and daughter, Margaret, enjoyed a four-day vacation over the Fourth in Descanso. While there they attended the barbecue, rodeo and Indian fiesta.

Mr. and Mrs. Harry Buckles of Mission Beach, spent the holidays camping in the Laguna mountains.

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J

## Dr. F. J. Ratty

PHYSICIAN and SURGEON

Res., 4820 Cape May Avenue  
Office, 5024 Newport Ave.



## O. B. Cleaners

R.D. CRAPO, Prop.  
Cleaning Dyeing Pressing  
1928 Bacon St.  
Phone Point Loma 30-J

## San Diego's All-Year-Round TOYLAND

New Juvenile Automobiles.  
Mah Jongg Sets  
Sail Boats  
Coaster Wagons  
Air Rifles..

Now on Display  
Visitors always welcome.

## PASSMORE'S

BIRD and TOY STORE  
Sixth at B—San Diego

Opposite the New  
Commonwealth Building

No matter who or what you are or may become, you owe it to yourself and to your family to secure

LIFE—ACCIDENT—HEALTH

## INSURANCE

MUTUAL LIFE INSURANCE COMPANY  
Of New York  
SAN DIEGO BRANCH

## Chas. Shields

308 Watts Building  
Assistant District Supt.

## Kirk Smith

Special Representative  
Phone 643-72

Phone, Pt. Loma 150-W

## BELLINGER'S GROCERY

Formerly Chris Homeyer's Store.  
Cor. Cable and Voltaire Sts.  
STAPLE GROCERIES, also  
Smoked and Cold Meats.  
FRUITS and VEGETABLES

## OCEAN BEACH BAIT HOUSE

Jack Neumont, Prop'r.  
South End Mission Bay Ridge  
BAIT, BOATS, FISHING  
TACKLE

For Sale or Hire  
Cigars, Candy, Soft Drinks  
Phone, Pt. Loma 6  
Res. Phone, Pt. Loma 319-W

if it's in the line of  
PRINTING

From a Visiting Card  
to a Poster.

We Can Satisfy You With  
Quality, Quantity and Service

JOB PRINTING DEPT.

## The Beach News

Phone Point Loma 17  
4829 Saratoga Avenue,  
Ocean Beach, California

## The Ocean Beach Chamber of Commerce OCEAN BEACH

Regular meeting—First Monday  
in each month.

Policy Committee meets second  
Monday in each month.

Board of Directors meets third  
Monday in each month.

IF YOU HAVE

## HOUSES For Rent

Classified Ads Get Quick Results.  
WE CIRCULATE



## OCEAN THEATRE

TONIGHT FRIDAY ONLY

James Kirkwood  
—in—  
"THE EAGLE'S FEATHER"  
Admission 15c and 20cSATURDAY  
Agnes Ayres  
and Antonio Moreno  
—in—  
"BLUFF"  
Admission 15c and 20cSUNDAY  
Shirley Mason  
"SOUTH SEA LOVE"  
"Leather Pushers"  
News and Comedy  
At Regular Prices  
A BIG SPECIAL  
TUESDAY AND WEDNESDAY  
Lon Chaney  
—in—  
"THE HUNCHBACK OF NOTRE DAME"  
In twelve reels  
Admission 20c and 30c  
One Show OnlyOCEAN BEACH  
Merry-Go-RoundYoung and Old, Rich and Poor, all  
ride at same price, 5c each.  
OPEN EVERY DAY  
From 2 p. m. to 10 p. m.

## T. J. ELLIS

Painting Contractor  
CarpenteringESTIMATES FREE  
4620 BRIGHTON AVENUE  
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J

## E. K. BURDETTE

PLUMBING

Contracting, Estimating, Jobbing  
2005 Bacon St. Ocean Beach.SUDS AND DUDS  
of the  
POINT LOMA  
LAUNDRYDirt and the devil  
are pals they say...  
And Suds is the chap  
they both obey!POINT LOMA LAUNDRY  
Phone, Point Loma 378.  
LAUNDRY CALLED FOR  
AND DELIVERED.  
IF IT'S LAUNDRY WORK,  
WE DO IT!—Wet Wash, Rough Dry,  
Semi-Finish and Finish Work—

Phone: Point Loma 20-J

## SUNSET GARAGE

TURNER B. KLINE  
1916 Bacon Street  
Ocean Beach, Calif.SAN DIEGO  
Army and Navy  
AcademyPrep for College, West Point and  
Annapolis—Enjoys University of  
California's Highest Scholastic  
Rating.  
THOROUGH MILITARY INSTRUCTION  
CHRISTIAN INFLUENCES  
LAND AND AQUATIC SPORTS  
ENTIRE YEAR  
Located on Ocean  
Phone, Pacific Beach 172  
COL. THOS. A. DAVIS, Pres.PACIFIC BEACH  
Community LeagueOrganized to Advance the Best  
Interests of Pacific Beach  
H. OWEN, Chairman  
PERCY ELDRIDGE Vice-Chairman  
CARL S. CLARK, Secy.-Treas.  
Regular meetings every first and  
third Monday evening at P. B.  
Reading Clubhouse.

## THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach  
Sections of San Diego and the  
Entire Point Loma Peninsula  
PUBLISHED EVERY FRIDAY4829 Saratoga Avenue  
Ocean Beach, California  
Phone Point Loma 17KIRK SMITH... Editor-Owner  
KATHERINE SMITH... Sec'y.-Treas.Legalized as an Official San Diego  
City and County NewspaperSubscription Price, \$1.00 a Year  
IN ADVANCE

Single Copies... 5 Cents

Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a  
line, averaging five words to line.CLASSIFIED ADS—Ten cents per  
line, averaging five words to line."Entered as second-class matter Decem-  
ber 1, 1922, at the Postoffice at Ocean Beach,  
California, under the Act of March 3, 1879."

FRIDAY, July 11, 1924

A LEGAL NEWSPAPER

News contributors and advertising  
patrons will please take notice that  
the forms of The Beach News close  
at noon every Thursday and will  
greatly oblige by submitting their  
favors accordingly. Write on one  
side of the paper only.In order to insure prompt and  
proper publication of news notices  
of all societies, lodges, associations  
and other like gatherings, the chair-  
man, secretary or head of such bodies  
are respectfully requested to send  
their news items direct to THE  
BEACH NEWS office on or before  
Thursday noon of each week.STRAIGHT TALKS  
WITH AUNT EMMY

STOP, LOOK AND LISTEN

"Aunt Emmy," said Jane, "I wish  
you would make something clear to  
me. Last night Mr. Wilkins and Ted  
were talking about bonds. Mr. Wil-  
kins said a lot about 'public utility  
bonds,' whatever that means, and  
seemed to think that they are the  
greatest things ever, so I thought  
maybe Ted and I might buy one with  
that \$1,000 Daddy gave us for a wed-  
ding present, but I'd like to know  
more about them first.""You have the makings of a finan-  
cier, Jane," laughed Aunt Emmy,  
"since you have sense enough to stop,  
look and listen before you buy. I like  
public utility bonds, too—that is, good  
ones. They are bonds issued by cor-  
porations that serve the public with  
something useful, hence the name,  
public utility. The gas company, the  
electric light and power company, the  
telephone and similar companies are  
public utility corporations. Their  
business is based on real public needs.  
But it is also essential that they be  
well managed to be a good invest-  
ment.""Of course there are other bonds  
equally good. Always bear in mind  
that when you buy a bond you loan  
money to the corporation whose bond  
you buy. You do not buy a share of  
the business, as you do when you buy  
stock. The bond you buy bears inter-  
est, and this interest must be paid to  
you before the company can pay out  
a single cent in dividends. Never-  
theless bonds must be carefully se-  
lected with the advice of someone  
who knows.""How do you think one can know  
if a company is safe or not, Aunt?"  
asked Jane."Well, that is difficult. But I should  
say that if a company whose bonds  
you fancy has been doing a good  
business for ten years and has not  
failed to pay a dividend during that  
time the chances are that it will keep  
on doing as well unless something en-  
tirely unforeseen occurs. The best  
thing to do is to check up your own  
opinion with your banker. Once you  
have bought bonds in any corporation  
don't put them away and forget them.  
Seek your bank's advice from time to  
time and keep informed of the pro-  
gress of the corporation you are inter-  
ested in. If you see anything in the  
papers that alarms you in any way go  
at once to your bank and ask their  
advice about selling out and reinvest-  
ing in something else. Banks have  
facilities for keeping in touch with  
financial conditions, and they are al-  
ways glad to help."—ANNE B. AYMES.

## ABOUT PRINTING PRICES

All job printing by "The Beach  
News" carries the Union Label and  
all estimates are made in accordance  
with the Franklin Price List, our  
prices for standard printing being  
precisely the same as any Union of-  
fice in the city. Quality and service  
unexcelled. Give us a trial. Phone  
Point Loma 17.

## Cool Foods For Warm Days



## FABER'S Ocean Beach Grocery

5008 Newport avenue Phone Pt. Loma 48

## Faber's Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

## Faber's Cash &amp; Carry No. 3

2119 Bacon St. Phone Pt. Loma 248

## FABER'S Cash &amp; Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE  
WE CARRY THE BEST AND SELL THE CHEAPEST  
TRADE AT HOME AND SAVE MONEY

## Dividend Notice :

## 33d Consecutive Quarterly Dividend

San Diego Consolidated  
Gas and Electric Company

7%

## PREFERRED STOCK

The usual official announcement  
has been made that the board of di-  
rectors of the San Diego Consoli-  
dated Gas & Electric Company of  
San Diego, California, has declared  
the regular dividend of 1 3/4% on the  
Preferred Stock of the company, pay-  
able July 15, 1924 to shareholders  
of record June 30, 1924.

Commercial Department

## San Diego Consolidated Gas and Electric Co.

935 Sixth

MAIN 64

Byllesby Engineering and  
Management Corporation

## SHIRTS

## To Order

CURTAINS AND DRAPERIES

Cutting and Making

Sheets, Slips, Towels and Table  
Linen

PHONE MAIN 4711-J

MISS M. CHARLES

1152 Ninth Street, San Diego



Free Plan Service

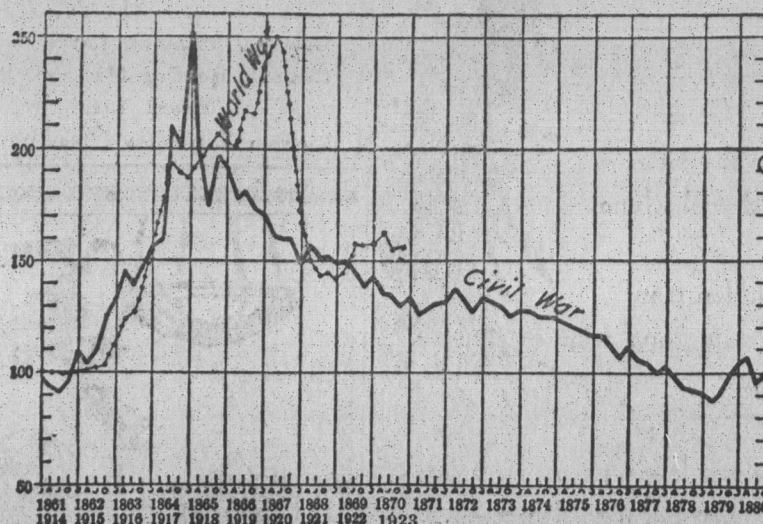
Plans and specifications  
for all classes of buildings  
drawn to meet your ideas. A  
well planned home costs no  
more than one poorly  
planned.

Phone 661-44

Joseph C. Kelley

General Contractor and  
Builder  
2341 Brant St.,  
San Diego, Calif.

## Outlook for Farm Prices

WHOLESALE PRICES DURING THE CIVIL WAR AND WORLD WAR PERIODS  
(FOR THE CIVIL WAR 1861 TO 1865—100; AND FOR THE WORLD  
WAR 1910 TO 1914—100)Will prices go up or down, or remain stationary during the next decade?  
If you knew the answer to that question and knew how to take advantage of  
the situation, it would mean money in your pocket, according to the Sears-Ro-  
ebuck Agricultural Foundation.Dr. G. F. Warren, agricultural economist of Cornell university, has collect-  
ed evidence on the price trend to be expected. He finds prices are acting in  
almost exactly the same way they did following the Civil war. The price level  
following the Civil war continued to fall for 13 years. Dr. Warren believes  
price levels in the United States will again act in this way.

## CLASSIFIED ADS

ONLY A DIME A LINE

25¢ TERMS CASH 'ES  
Rates, 10 cents per line, averaging 5  
words to a line. No advertisement for  
less than 30 cents, all payable in AdvanceFOR SALE—Hamilton Beach  
home, MOTOR for sewing machine;  
never used; practically new at whole-  
sale price. Phone Pt. Loma 311-J.LOST—Will persons who have  
kindly cared for lost female COLLIE  
DOG (missing since July 4th) please  
phone Pt. Loma 311-J. Children anx-  
ious for return of pet. MRS. D. R.  
COBB, 4645 Saratoga avenue.FOR SALE—Fat or laying hens,  
75c each. Mrs. Swetts, Pescadero  
Ave., near DeFore St.; 2 blks from  
Sunset Cliffs.MT. TALVO RABBITRY—Fryers,  
delivered to order. Breeding stock,  
4456 Montalvo street. Phone, Pt.  
Loma 273-W.POPULARITY OF THE  
FEDERAL RESERVETest Shows Small Country Banks  
as Well as City Banks  
Strongly Favorable.Assertions by some politicians that  
small banks generally are inimical to  
the Federal Reserve System were put  
to the test recently by a committee  
appointed by John D. Phillips, presi-  
dent of the State Bank Division of  
the American Bankers' Association by  
means of a questionnaire sent to 11-  
000 state banks. The result indicated  
that an overwhelming majority of  
them are, in fact, friendly to the  
System.Two questions were put to the  
banks. The first was as follows:"Do you believe that the Federal  
Reserve System has been beneficial  
to the agricultural, commercial and  
banking interests of the country and  
that it should be perpetuated?"To this 4,934 replies were received.  
Of these 4,924 voted "yes" without  
qualification, and only 61 voted "no."  
Further answers still coming in when  
this tabulation was made indicated  
the same favorable trend.The second question asked by Mr.  
Phillips' committee was:  
"If your not being a member should  
contribute to the destruction of the  
System, would you join?"While the great majority of the  
state banks are not members of the  
System, largely for technical reasons,  
the answers showed that the bulk of  
those non-members who are eligible  
to join would do so if such action were  
necessary to save the System. To  
his second question 2,876 have been  
recorded as voting "yes" and only  
725 as "no." Many refrained from  
voting on this question because under  
the present rules they are in-  
eligible for membership.Some replies voiced certain crit-  
icisms of the System, but these uni-  
versally dealt with details of admin-  
istration or of the rules and not with  
the principles of the institution.

## RECONSTRUCTION

A man came into a Nebraska bank  
in the spring of 1922 and asked for  
financial assistance. His statement  
prepared in the Service Department  
showed he was about bankrupt; that  
he owed \$1,200 more than his equip-  
ment was worth. He had a farm rented  
for the year. Further credit had  
been refused him in his own bank and  
he was about ready to quit and apply  
the proceeds from the sale of his  
equipment to his debts.The bank's Service Man went with  
him to his farm and after an exam-  
ination decided that if the farmer had  
a half dozen cows and ten brood sows  
he would probably be able to use his  
pasture and intended corn crop to ad-  
vantage. The bank finally loaned him  
\$1,200 for this purpose and took a  
chattel mortgage on the stock pur-  
chased as its security. The bank ad-  
mitted that ordinarily a loan should  
not be made like that, but the farm  
was close to town and the stock could  
readily be resold.When the end of the year came  
around the exact records showed that  
the family had been well maintained  
and on half of the cream checks; the  
other half had been applied on his  
\$660 note at the bank, covering the  
loan for the cows. Five days before  
the year was up the principal and in-  
terest on the note were entirely paid  
by cream checks. The pigs afforded  
a net gain of \$1,400 after all expenses  
were paid.In addition to this financial gain,  
the farmer was taught the value of a  
good cow and the necessity of keep-  
ing a record of his operations to know  
which farm operations are profitable.  
The Farm Service Department of the  
bank was able to teach this man  
things he had never dreamed about.  
It is worth the effort the banks would  
be called upon to make if each bank  
could but turn one broken, discour-  
aged farmer into a prosperous one.—  
Banker-Farmer.Try our Classified Ads, for Quick  
Results—Only a dime a line, five  
words to the line, payable in ad-  
vance.Mention of The Beach News to our  
advertisers will be appreciated.

## Religious News

CHRISTIAN SCIENCE SOCIETY  
1965 Abbott Street, Ocean BeachServices are held as follows:  
Sunday morning at 11 o'clock.  
Sunday School, 9:45 a. m.  
Wednesday evening at 8 o'clock.FIRST BAPTIST CHURCH OF  
OCEAN BEACHDeFoe Street at Santa Monica Ave.  
E. HERBERT HAYDEN, D. D., PastorSunday—Worship and preachin  
at 11 a. m. and 7:30 p. m. Bibl  
school at 9:45 a. m. Young People  
Union at 6:30 p. m.Wednesday—Mid-week meeting  
for praise, prayer and conference at  
7:30 p. m. All are invited to these  
meetings.Sunday, July 13—11 a. m. sermon,  
topic, "The Lord's Prayer;" duet,  
"The Crown of Thorns," Mrs. Gard-  
ner and Mr. Meyer; trio, "The Lord  
Is My Shepherd," Mrs. Close, Mrs.  
Gardner, Mr. Meyer.7:45 p. m. will be chiefly a musi-  
cal service. Anthem, "He Watches  
Over You," choir; duet, "Evening  
Song," Mrs. Close and Mrs. Gardner;  
instrumental, organ and saxophone,  
Mrs. Close and Mr. Harrison. Dr.  
Hayden will give a short talk on "A  
Square Deal."6:45 p. m., Young People's meet-  
ing, led by Mr. Clifford Harrison.Thursday afternoon Mrs. J. B.  
Close entertained the Ukulele Girls'  
Club of eight young ladies at her  
home.Mrs. Dr. J. T. Gardner will be wel-  
comed back Sunday after a week in  
Los Angeles. Dr. Gardner's ship, the  
San Juan, sailed Tuesday for the Pan-  
ama Canal.UNION CONGREGATIONAL  
CHURCH(Corner DeFoe Street and Santa  
Monica Avenue)

Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.  
Morning worship at 11 o'clock.  
Evening service at 7:30 o'clock.The sermon theme at the morning  
service will be "Seeking God."  
"Praise Ye the Lord" (Wilson) will  
be sung by the choir.There will be no meeting of the  
Woman's Guild this month but there  
will be a joint picnic of the Guild  
and Missionary Society in Balboa  
Park on Tuesday, July 22nd. All  
members and friends are cordially in-  
vited.

## CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;  
Evening service, 7:30; Sunday  
school, 9:30 a. m.Week Days—Service at 8:00 a. m.  
At Roseville, Sundays—Service at  
10:30 a. m.; Sunday school 11:30  
a. m.

## TRINITY MISSION EPISCOPAL

Sutcliffe Bldg., 1955 Abbott Street  
REV. ARTHUR C. DODD, IN  
CHARGESunday school at 9:45 a. m.  
Morning service at 11.Germans Sentenced for  
Plot to Smuggle JewsBeuthen, Silesia.—Six police offi-  
cials and thirteen other persons were  
sentenced in the Criminal court here  
recently to terms of from one year to  
three and one-half years in the peni-  
tentiary for conspiring to facilitate the  
clandestine immigration into Germany  
of Polish Jews unable to obtain pass-  
ports. The trial revealed an elaborate  
organization with headquarters in  
Warsaw whence the intending emi-  
grants were smuggled across the Up-  
per Silesian border in small parties  
with the connivance of bribed frontier  
officials.

## Noise Wins

"What does the professor of Greek  
get?"  
"Oh, about \$3,000 a year."  
"And the football coach?"  
"About \$12,000 a year."  
"Quite a discrepancy."  
"Well, did you ever hear 40,000 peo-  
ple cheering a Greek recitation?"

## Father's System

Master—What would your father  
pay if he owed the baker three pounds  
seven, the butcher four pounds nine  
and fivepence, the milkman—  
Boy—Nothing, sir; he'd move.—Lon-  
don Passing Show.Please mention The Beach News  
in your dealings with the patrons of  
our advertising columns.



## WALLACE GIVES CO-OPERATIVE MARKETING RULES

Secretary of Agriculture Defines  
Ten Principles Essential to  
Success for Bank Asso-  
ciation.

Ten principles requisite for the success of co-operative marketing plans have been prepared by Secretary of Agriculture Wallace for the State Bank Division of the American Bankers Association, which has just published a nation-wide compilation of views, experiences and discussions regarding the movement. Mr. Wallace's principles are:

1. A co-operative organization must be controlled by its members, not by shareholders or investors, but as producers employing the facilities of the organization.

2. A co-operative association is not operated to make a profit on invested capital above the usual rate of interest, but to profitably market the products of its members at the lowest possible cost.

3. A co-operative association should be organized around a single commodity, or a group of commodities for which the same marketing machinery, methods and channels are employed.

4. The organization should have sufficient volume of business to enable it to operate efficiently and economically, and should control this business through definite legal contracts with its members.

5. The organization must perform definite functions. The organization of a co-operative marketing association is not an end in itself.

6. The members must understand the purposes of the organization and be kept fully informed regarding its activities and problems.

7. A co-operative association should have expert management. The duties of the manager of a co-operative association are more difficult than those of the manager of a commercial enterprise of equal size. The manager must not only conduct the business of the organization efficiently, but he must recognize the close, personal interest of every member in that business, and be able to maintain harmonious contacts with each individual.

8. Proper accounting is essential. Accounting is one phase of management but is so important in co-operative marketing that it is given special mention. The management cannot be properly advised regarding the status of the organization, nor properly inform the members, without accurate records.

9. Sound financial policies are also a part of management, but are of sufficient importance to be placed under a separate heading. One essential is that a co-operative association should build up adequate reserves in order that it may have the financial strength necessary to weather periods of stress.

10. A co-operative organization should be self-perpetuating. It should have a definite legal status, and once it is organized it should be so conducted that it would never be necessary to call upon outside agencies to re-establish the organization or shape its policies.

## WHAT BANKERS THINK OF THE LABOR BANKS

With the advent of the labor bank three years ago, there was widespread speculation as to what labor turning capitalist would mean.

By bold calculations the most imaginative pictured a coup d'état in finance wrought by the mobilization of labor's savings and strategic investments in the key industries. Prophecies of disaster came from the quarters of the other extremists.

Taking the middle ground was the great group of conservative bankers who saw the bank as a link—rather than a wedge—between capital and labor. It was their opinion that the experience gained in the management of the labor banks would bring a real understanding of the business of handling money and investments and develop a knowledge of the problems of capital. By making capitalists out of the workers, directing the investment of their funds into safe securities instead of wild-cat stocks and by promoting thrift, they saw good flowing from the enterprise. With the mystery taken out of banking, the bubble of fabulous earnings pricked, and the right of an individual to his accumulated savings firmly established, it was patent that the radicals would be disarmed of their thunder against the much-assailed capitalistic system. On the other hand, it was conceded that, with the rise of labor as a factor in finance, opportunities for the abuse of the worker by the bludgeon of cruel credit control would be more restricted.

In their appraisal of the movement, the events of the past two years have largely justified the view of the conservatives, although the time is still too short to permit a mature judgment. It is quite clear, however, that labor has not revolutionized banking, the control of credit has not been diverted from its former channels.—*American Bankers Ass'n Journal.*

Subscribe for "The Beach News."

## "LOMA LORE"

By WINIFRED DAVIDSON  
Point Loma, California

Book rights reserved.

(Continued from last week)

### XIII SPANISH BACKGROUND

Here at what we call the "old Spanish" lighthouse, more than at any other place on Point Loma, the very spirit of the old Spanish days returns; and yet, this high-set landmark is Spanish only in the general tone of its architecture.

The adobe construction is similar to that of the old houses still standing in Old Town; to the walls of the Mission of San Diego de Alcalá up the valley; but the timbers used in this building, the flooring and other boards, were cut from trees that grew on the Atlantic coast and were brought in Yankee sailing vessels from New England around Cape Horn.

And if one looks with seeing eyes beyond and through the glamor of romance, American workmanship is apparent everywhere about this "Spanish" lighthouse; even in the crude cement and mortar work; in the wood-enclosed fireplaces; in the dimensions and set of windows and doors; in the closet spaces. Besides, to the south of the front door, banked about with ancient bricks, there still blooms a yellow honeysuckle vine whose gnarled stalks grown now to the size of a man's arm, suggest to this day vivid memories of some such other honeysuckle vine in a home garden away off in Yankee-land.

Much of the year the surrounding country lies parched in unvarying sunshine; and there are no underlying fresh water resources hereabout. It was Yankee ingenuity that laid upon the slope below the lighthouse the cement floor that is still visible to the north of the approach to the east or main entrance. Here on this sidehill drain board, about 2500 feet square, were gathered the precious

rains of winter, which were carried down to storage in the large cistern whose humped over cover resembles a Kaffir hut or a huge Italian outdoor oven. On the other side of the approach stands another cistern, evidently designed to catch the overflow from the slanting roof of the light-house.

In 1851

The site for this first Point Loma light. (There are two others now, one on Ballast Point and the other at the southernmost point above the shore line) was chosen by members of the United States Coast Survey in 1851, one year after the admission of the State of California into the Union. Smythe, in his history of San Diego, says that the lantern was first lighted on November 15, 1855.

### Atmosphere of Old Days

None the less, although the "old Spanish Light" is now and always has been under the direct control of the United States government, there lingers with the building and its environment a romantic atmosphere of days that can never be quite lost to us.

For many years the place was allowed to stand idle, to begin its slow crumbling through disuse, towards decay; but for the past thirteen years it has been in charge of Mr. and Mrs. Harry E. Cook, and with the exception of the period of the Great War, when the whole reservation on Point Loma was closed to outsiders, it has been open to the inspection of thousands of visitors. Daily they climb the old outcropping of brown sandstone and take in for one brief moment, at least, the very breath and flavor of those far-off wonder days that first saw high Spanish caravels gliding like proud birds upon the quiet blue waters below.

(Continued next week)



## Renunciation

Oh, lonely is the even-tide  
When Thought alone is by my side,  
And Thought is sad and weary;  
I'd travel far to seek a store  
Of gems upon a mystic shore—  
But the night is dark and dreary.

There is a sobbing in the pines—  
My soul repeats the dismal whines  
In whispers low;  
There is a note of hidden pain  
Where joy is wont to ring and reign—  
The bleak winds blow.

There is a love-song in my heart,  
But I must bid it to depart—  
I dare not sing!  
Oh, lonely is the even-tide  
When Reason, a relentless guide,  
Bids Hope take wing!

Copyright, Dodd, Mead & Co., Inc.

Classified Ads Get Quick Results.

"Readers" Reap Rich Rewards.

## MISSION BEACH Bath-House

Now Under Construction

Costing \$450,000

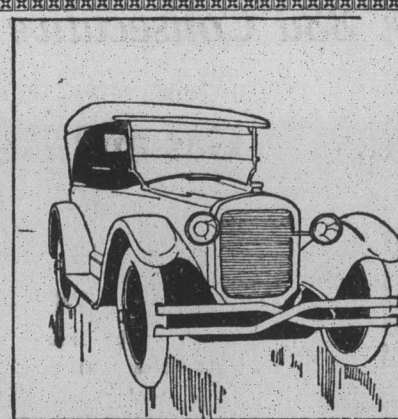
Is the First Unit in the Improvement of the  
MISSION BEACH AMUSEMENT CENTRE

LOTS as low as \$400 on the Easiest Terms  
ever made on Residential Beach Property

The increasing number of HOMES being built at MISSION BEACH attests  
the popularity of California's most desirable resort.

For further information call at GENERAL SALES OFFICE  
101 Broadway or Tract Office, Mission Beach  
Sales Agents: GEORGE L. BARNEY—T. A. RIFE

Don't Watch Mission and Ocean Beaches Grow—Grow With Them!



## KIERSTEAD'S Service Station

P. A. KIERSTEAD, Propr.  
Voltaire and Cable Streets  
Ocean Beach

BATTERIES RE-CHARGED  
All Varieties of  
OILS AND GREASE  
Special "Boyce-It" Service

## OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.  
5068 NIAGARA AVENUE  
Phone: Point Loma 152

Repair Work, Contracting,  
Estimates  
Plumbers' Supplies and Heaters.

## W. E. BUTLER PLASTERING CONTRACTOR

Estimates Furnished  
Reasonable Prices  
Satisfaction Guaranteed

4356 SARATOGA AVENUE  
Ocean Beach



## GEO. FINLEY

Original Ocean Beach  
BUILDING  
CONTRACTOR

Best Workmanship  
Satisfactory Service  
Estimates Furnished  
4845 NARRAGANSETT AVE.  
Phone Point Loma 103 W-K

## OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper

Office, Yard and Mill — Muir Ave. and Ebers St., O. B.  
W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, New office and extra warehouses  
Cement, Roofing Material, Wall have been constructed corner Ebers  
Board, Etc. street and Muir avenue.  
Lumber Estimates Cheerfully Given Phone, Pt. Loma 40-J



## CECIL O. CARL

ELECTRICAL CONTRACTOR

5050 Newport Avenue  
Phone, Point Loma 49.

Wiring—Fixtures—Motors  
All work guaranteed  
RADIO Outfits a Specialty  
Exclusive Agent  
KENNEDY RADIO SETS

"If it's Electrical, see Cecil"

## Who's Who in Officialdom

### SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.  
Common Council—John A. Held, Fred A. Heilbron, Virgilio Bruschi, Harry K. Weitzel, Don M. Stewart.  
Manager of Operation—F. A. Rhodes.  
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.  
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.  
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.  
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.  
Superintendent of Purchasing Department—W. H. Cameron.  
City Engineer and Superintendent of Street—F. A. Rhodes.  
Building Inspector—O. G. Knecht.  
Electrical Inspector—A. E. Johnstone.  
Sewer Inspector—W. B. Harper.  
Boiler Inspector—Joseph Hassell.  
Tenement House and Plumbing Inspector—A. C. Goeddel.  
Chief of Police—James Patrick.  
Chief of Fire Department—Louis Almgren, Jr.  
City Justice—Claude L. Chambers.  
Poundmaster—C. K. Mauph.  
Chief Janitor City Hall—E. J. Baehr.  
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.  
Superintendent, C. A. Kane.  
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.  
Health Officer—Dr. A. M. Lessem.  
Secretary, G. H. Sieverling.  
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.  
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.  
Harbormaster—Joseph Brennan.  
Playground Commission—M. F. Heller, William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell.  
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse.  
Secretary, Will Angier.  
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.  
Superintendent of Parks—J. G. Morley.  
Executive Secretary—A. S. Hill.  
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. E. Wheeler. Librarian, Althea H. Warren.

Subscribe for "The Beach News."  
WE CIRCULATE

### SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.  
District Attorney—Chester C. Kempler.  
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.  
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.  
Assessor—George W. Moulton.  
Treasurer—George W. Heston.  
Tax Collector—Albert A. Croghan.  
Recorder—John H. Perry; chief deputy, N. C. Parsons.  
Public Administrator—Edwin Reed.  
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.  
Surveyor—Ernest R. Childs.  
County Supt. of Schools—Ada York.  
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.  
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; G. L. Good, 4th district; Thomas Hurley, 5th district.  
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. DeLong, Dept. 2.  
Constables (San Diego). Geo. H. Cooley, Harry E. Webber.

### FIRE! FIRE!! FIRE!!!

In the event of fire or any  
emergency requiring the serv-  
ices of the Ocean Beach Fire  
Department

Phone 622-44

### POLICE! POLICE!!

The Police Station is lo-  
cated on Abbott street,  
foot of Santa Monica avenue,  
and the phone number is  
Point Loma 4.

Watch The Beach News grow!

WE CIRCULATE

Subscribe for "The Beach News."  
First and foremost a home paper.  
We appreciate your patronage.

Classified ads. get quick results

The Beach Is Growing BIGGER, BETTER AND BUSIER